NAEB

Research
Fact
Sheets

# Chronological Index by Series and Number Through December, 1964

## SERIES I: The Effectiveness of Television in Education

1. An Evaluation of the Effectiveness of Instruction and Audience Reaction to Programing on an Educational Television Station.
2. Effectiveness of Television in Teaching Home Nursing.
3. The Comparative Effectiveness of Instruction by Television, Television Recordings, and Conventional Classroom Procedure.
4. Training by Television: A Study in Learning and Retention.
5. Quartermaster Training Command Educational Television Study.
6. Effectiveness of Television in Teaching Sewing Practices.
7. Television in Army Training.
8. Learning from Kinescopes and Films.
9. Make a Dress—TV!
10. Television Versus Classroom for Learning General Psychology.
11. Mass Media and Learning — an Experiment.
12. Liking and Retention of a Simulcast.
13. Educational Television Programs and Evaluations, 1954-55.
14. Relative Effectiveness of Verbal Introductions to Kinescope Recordings and Training Films.
15. An Investigation of Closed-Circuit Television for Teaching University Courses.
16. Reprint of a Review of *The American Psychologist* as Distributed with the *NAEB Newsletter* of December, 1955.
17. Increased Productivity Made Possible by Television in Extension Work.
18. Penn State TV Research Project (1955).
19. Learning and Attitude Changes Resulting from Viewing a Television Series, "Bon Voyage."
20. Television as a Training and Educational Medium.
21. Experimental Study in Instructional Procedures.

## SERIES V: **Content and Programing**

1. Broadcast Services of WOI-AM-FM-TV in a Sample Week.
2. Program Survey—ETV Stations (June 1957).
3. The Perceived Appeals of TV Program Content.
4. Report on NAEB Study Group from October, 1957, Convention.
5. Attitudes Toward Educational Television.
6. An Instructional Utility Analysis of 319 Educational Television Programs.
7. Perceptions of the Role of Educational Television by ETV Station Personnel and Community Leaders.
8. Mental Illness on Television: A Study of Censorship.
9. Program Analysis Report.
10. The Use of Student Response to Improve Televised Instruction: An Overview. Studies in Television Instruction, Report Number 7.
11. WKAR Extended Service (Excerpt from WKAR-FM Data Book).
12. The Stylization of the Dramatic Television Image.
13. Public Issues Programs on Radio and Television, 1961.
14. Educational Television Programing Profiles.
15. The Content Evaluation of Selected Music Programs Produced for the National Educational Television and Radio Center.
16. The Value of Repeated Telecourses.
17. Michigan Broadcast Editorial Project.

## SERIES VI: **Impact**

1. Television: Its Impact on School Children.
2. A Sociological Approach to Communication Research.
3. A Report on the Impact of Television in a Major Metropolitan Market.
4. The Social Impact of Television on Atlanta Households.
5. The Television-Radio Audience and Religion.
6. The Effects of Television Upon the Interests and the Initiative of Adult Viewers.
7. A Pre-Broadcast Study of the Ideas and Attitudes of the "Target" Audience for a Projected Television Series on "Mental Health."
8. The "Hurt Mind" Study, BBC.
9. Television Effects: A Summary of the Literature and Proposed General Theory.
10. Attitude Change and Learning as a Function of Prestige of Instructor and Mode of Presentation.
11. An Investigation of Some Aspects of the Social Psychological Impact of an Educational Television Program.
12. Television and the Child.
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14. Crime and Violence on Television.
15. An Examination of the Differential Effects on Viewers of Experience in Taking Telecourses on Attitudes Toward Instruction by Television and the Social Psychological Impact of a Controversial Educational Television Program.

16. Television and the Family. An effects study
17. Political Persuasion by Television.
18. A Survey Measuring the Impact of Educational Television Programs Upon the Community of Ithaca, New York.
19. Identification with Television Characters.
20. Television and the Other Mass Media.
21. Television and Children's Life.
22. Impact of TV on One Hundred Yoruba Villagers.

## SERIES VII: Administrative and Faculty Evaluations of Educational Television and Radio

1. The Role of Television in Higher Education as Seen by College and University Presidents.
2. Attitudes of Members of a University Faculty Toward the Operation of a University-Owned Television Station.
3. Superintendents' View of TV and Its Educational Potential.
4. Television and the Classroom Teacher.
5. A Survey of Policies and Procedure for Selection, Administration, Production and Evaluation of Formal Adult Instruction for College Credit by TV.
6. A. A. C. T. E. Bulletins Nos. 2-5.
7. Appraisal of the Current Status of Television as a Medium of Instruction.
8. Closed-Circuit TV in Teacher Education.
9. College Teachers' Attitudes Toward Closed-Circuit TV Instruction.
10. Evaluating Instructional Films by Television.
11. Hope and Fulfillment in ETV Research.
12. A Study of Load Credit for TV Teaching.
13. An Evaluation of the Ohio School of the Air.
14. More Adventures in Television.
15. Teacher Reactions to 1958-1959 ETRA-KQED Instructional Television Project.
16. A Study of the Use of In-School Telecast Materials Leading to Recommendations as to their Distribution and Exchange.
17. Introduction of a New System of Teaching, Research, and Upgrading Curriculum by Televising our Learning Resources: a Report of the State of Michigan Educational Television Study, 1960-61.
18. An Exploratory Survey of Foreign Language Teaching by Television in the United States.
19. A Study of College Credit Literature Courses Offered on Open Circuit Television.
20. Basic ITV Administrative Policies in American Colleges and Universities.
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## Research Publications for Sale

*The Needs of Education for Television Channel Allocations.* 1962. Available from U. S. Office of Education. $9.25.

*A Report of a Study of Nationwide Assignments of Television Channels for Maximum Service and Efficiency by the Use of Electronic Digital Computer Methods.* February, 1963. Available from NAEB, 1346 Connecticut Ave., Washington, D.C., $1.

*The Needs of Education for Utilization of Space Transmission Techniques.* May, 1962. Available from NAEB, Washington. $1.

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